**Brianna Moran**

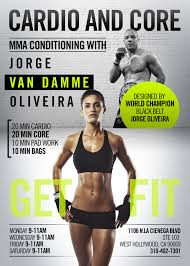
**Dr.Sherry**

**EAR FINAL**

**EAR STEP 1:**  
I really liked using the step one for my topic. I think the poster really captures many people's attention the most and I think that is most important because more people need to look at these posters to become more educated and involved in their own health. It's quick and right to the point; it also gives email addresses and times and dates to go learn more information on your own time! Posters are great because they are big and capture people's attention with great colors, contrast, and fonts.

Example 1:  
  
  
  
I really enjoyed this poster/flyer because it is a good colorful and nature driven picture. It makes me want to go outside and there isn't much information so it also makes me want to go online and look at what they plan on doing to get me in the right direction to a healthier, happier life.

Example 2:



I really enjoyed this flyer because of the intensity I get out of it. The gray and yellow are very sporty and gender happy. The font is all different, and the contrast differs which makes the words really stand out. I like that there is a male and female on the cover and I like how fit they are. It really makes me want to do boxing conditioning, I already know It’s an extremely good workout and the pictures just reiterate it.

Example 3:  
  
  
I thought this was a good poster because of the colors, contrast and pictures on the poster. The colors indicate that it is for women trying to get fit. There is an email address and web address for more information about the program. I like this because there isn't much information but really big pictures to catch your eye and very in shape women to make you believe that if you join their program, you will look like them.  
  
  
  
**EAR STEP 2:**  
  
I thought the brochure portion of the EAR project was one of the best ways to portray my idea and topic. By using a brochure, you can give off most of the information and however much you want. This allows people who are interested become more knowledgeable and interested in whatever the program or product is trying to do. A brochure allows for many pictures and it forces the reader to open up the booklet and look at the inside information. If I was trying to start a new fitness program, I would use a brochure to prove to people that my program is the best by giving them and showing them a lot of information before they begin the program. I think a brochure is good for every age group from college to older adults because it would have appropriate language and color pictures to capture the attention of any age.

Example 1:  
  
I really liked this example of a brochure because it explains exactly what I am talking about. This brochure is an opportunity for people to get more active and live happier and healthier lives. It shows a lot of color and information which is very appealing to the eye. It also gives addresses to other places to find out more information. The alignment is very interesting as well because it wraps around the bubbles.  
  
Example2:  
  
I also enjoyed this example for my project. The colors are very sporty and seem athletic and I like the pictures. The pictures show the people working hard and showing determination which more people in the world need. The contrast is very obvious and the alignment is very easy on the eye. This brochure is easy to read and gets the point across.  
  
Example 3:  
  
This example is good. It has a different approach health wise but is still relevant to my information. Brochures work very well for health programs and the elderly because the older someone is; the wiser they get. This means they want to know more if not all of the information about a program before they sign up to make sure they don't waste their money. While a younger kid would think the poster looks cool and sign up right away. This brochure is meant for women; you can tell from the colors and pictures. I think the alignment and contrast are great. There is little repetition (other than the fact all the pictures are of elderly women).  
  
  
**EAR STEP 4**  
I thought the fourth step in this process would be another great way to get my point across. Although there may not be many opportunities or satires made; I believe people are born to laugh and love comedy. I think everyone relates to comedy in their own ways but when people smile and are happy, they are more likely to want to do something.

Example 1:



It’s hard to relate this one exactly to my topic but it is extremely relevant in the fact that people are very ignorant and uneducated when it comes to health and how to fulfill a healthy lifestyle. The contrast works well with the purple as the background and the women as just white and the words as black.

Example 2:



I really enjoyed reading this poster. It is not necessarily called a satire because it was in fact a real advertisement back in the day. But, to a person reading this in today’s day and age, it’s comical. Girls in our generation are obsessed with trying to lose weight and look like models and super stars. This advertisement is trying to get women to gain weigh to have a fuller, sexier body. The contrast is appealing and nothing you would expect. People spend hundreds of dollars on weight loss plans and this is saying you can gain weight for only 25 cents. It’s very ironic.

Example 3:



This is a perfect satire for my topic. College students gain weight so fast and so easily before they even know it. This is a good satire because most before and after photos show the person losing weight and feeling better about themselves. This before and after is reversed to an “After and before” picture. It’s showing how easy it is to gain weight and not realize it.

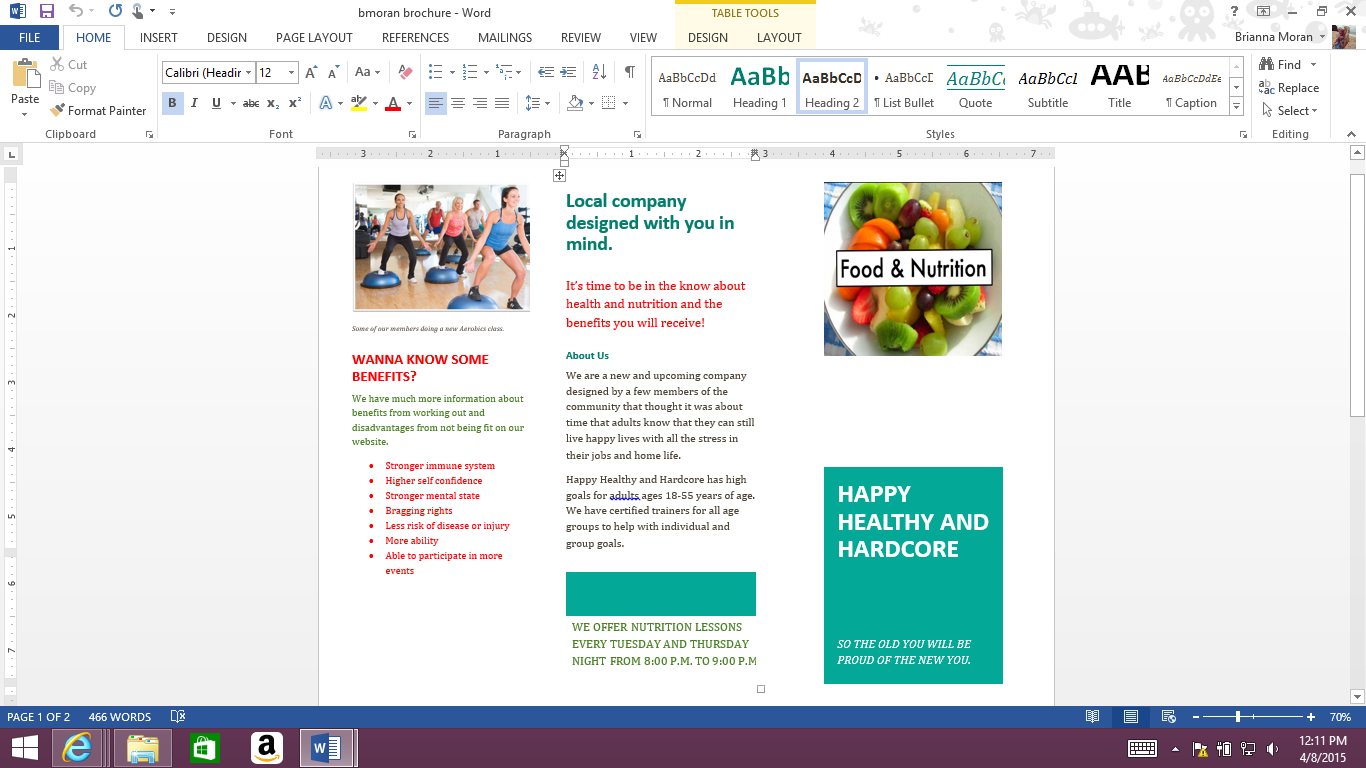
**My Own Work**



Reflection/Criteria:

I chose to make a flyer for college student’s (audience) who are trying to lose weight and get more knowledgeable about what it means to be healthy (purpose). I gave the students the option of going to the meeting I would be holding and told them the location and time of where to go. I wanted to use really bright colors to make it more appealing because I couldn’t use a background color (contrast). I tried to use (repetition) in the colors and the picture. I thought my proximity was good because I added bullet points for information and small facts.

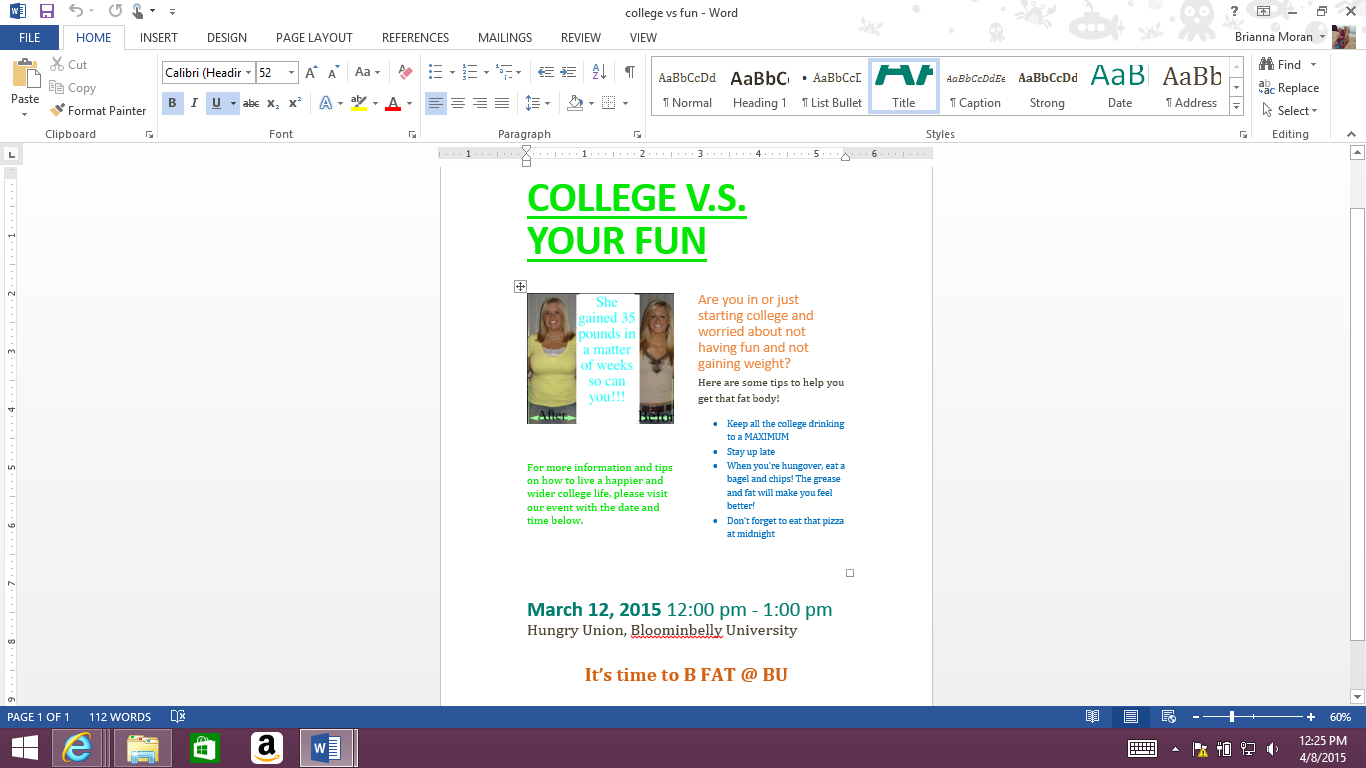
My Brochure:



Reflections/Criteria:

I also chose a brochure as my second way to get people’s attention about fixing their health. I chose a brochure because it has a lot of information on it and it is appealing to the eye. The front of the cover has good (contrast) with the colors and the picture. It is intriguing and makes someone have to open the brochure to find out more information about the company and what it wants to do for the buyer. The main (audience) trying to be reached is adults from 18-50 years old. I added (repetition) by saying the word benefits more than once to emphasize it. I also used repetition in colors; but I didn’t want to add too much because it was for more of an adult audience. Most adults want more information than fun colors.

My Satire:



**Reflection/Criteria**

I chose to do a satire (genre) as my last example to make something comical out of something serious. I thought it would be funny to switch around almost every single word from my flyer above. The (audience) is for new and old college students. Its (purpose) is to show college students all the ways that they gain weight so easily and it’s done in a comical way. The (contrast) is still colorful to get people’s attention.